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R. Whalen
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MLP Summary
w/e 5/24/93

	ALL STORES	IN MLP STORES		
	Penetration	Pass-Thrugh	Compliance*	Co-FUND
1050	25%	90%	36%	23%
Portland	32%	63%	19%	38%
Indy	64%	54%	15%	-0-
Nashville	41%	100%	31%	7%
Mc Lanes	16%	100%	58%	-0-

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* Display / Call out / Pass Through (~~Full or Partial~~)

MLP vs Portland Test
Week 1

- Element of Surprise – Portland
- Competitive Response – Stronger for MLP
- Low Retail Penetration vs Stronger Pre Book
- Display, Callout, Pass Through

Source: https://www.industrydocuments.ucsf.edu/docs/gmdn0004

MLP Week 1

- Compliance Issues – Primarily POS Not Pass Through
- Pass Through Non-Compliance
  - Carton Outlet & Masters Skew
  - Packs & Cartons
  - Split offer (short)
- MLP POS – RJR
  - PM Legal

- MLP Running @ A&P Week 1
    - Featured in circular as month long.
    - Not In Week 2 Circular
    - No other POS MLP communication
- Preferred Shopper Program
    - 2 Price Files
    - Pass Through Non-Compliance

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